

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

1. (currently amended): A method of generating a new enterprise comprising the steps of:
  - forming a holding company comprising of previously existing enterprises;
  - depositing at least one intellectual property(IP) asset previously developed for a first application within one of said previously existing enterprises in a common electronic database owned by said holding company, wherein said common electronic database is connected through a network system to said previously existing enterprises and said holding company;
  - evaluating and developing a second application for said same at least one IP asset, wherein said second application is different from said first application, thereby reusing said at least one IP asset; and
  - deciding to form said new enterprise based on meeting a set of criteria and wherein said new enterprise is based on said developed second application for said at least one IP asset.
2. (previously presented): The method of claim 1 further comprising acquiring intellectual property assets from companies other than the holding company for developing new applications.
3. (previously presented): The method of claim 1 wherein said holding company further comprises financial asset companies and wherein said financial asset companies provide financing for the formation of said new enterprise.

4. (original): The method of claim 3 wherein said financial asset companies comprise banking institutions, venture capital firms, financial investment companies and private investors.

5. (previously presented): The method of claim 1 wherein said holding company further comprises a management team and wherein said management team provides management resources for said new enterprise.

6. (original): The method of claim 5 wherein said management team comprises management consulting resources.

7. (original): The method of claim 5 wherein said management team comprises legal resources.

8. (original): The method of claim 5 wherein said management team comprises patent protection resources.

9. (original): The method of claim 5 wherein said management team comprises start-up company management resources.

10. (original): The method of claim 1 wherein said existing enterprises comprise at least one of agricultural companies, mining, construction, manufacturing, transportation, communications, utilities, retail trade, wholesale trade, banking institutions, financial service companies, business services, management consulting, information technology services, law firms, educational institutions, health organizations and government organizations.

11. (previously presented): The method of claim 1 wherein said step of deciding to form a new enterprise based on meeting a set of criteria comprises:

evaluating the ability of said new enterprise to generate \$500 million annual revenues within a period of ten years;

evaluating the ability of said new enterprise to generate \$ one billion market capitalization within a period of ten years; and

evaluating the ability of said new enterprise to generate positive cash flow.

12. (original): The method of claim 1 further comprising establishing cooperative agreements between said holding company and product-to-market channel partners.

13. (original): The method of claim 12 wherein said product-to-market channel partners comprise at least one of international and national operating corporations.

14. (original): The method of claim 1 generating more than one new enterprise on a repeatable basis.

15. (previously presented): The method of claim 14 wherein said existing enterprises and said new enterprises agree to cooperation arrangements regarding said at least one IP asset contained in said common electronic database as well as access to IP assets developed in the future.

16. (original): The method of claim 1 further comprising establishing relationships between said holding company and academic institutions wherein said holding company provides training opportunities to students of said academic institutions.

17. (original): The method of claim 16 wherein said academic institutions grant academic degrees to employees and trainees of said holding company for scientific, business and technical development work performed in said holding company.

18. (original): The method of claim 1 further comprising utilizing a reward system for reinforcing developing of intellectual property assets by personnel and enterprises of said holding company.

19. (original): The method of claim 1 further comprising establishing financing arrangements for said new enterprise between said holding company and financial asset companies.

20. (currently amended): A business system for generating a new enterprise, the system comprising:

- a holding company comprising of existing enterprises;
- at least one intellectual property(IP) asset developed within one of said existing enterprises for a first application;
- an electronic IP database contained within said holding company for depositing said at least one IP asset, wherein said electronic IP database is connected through a network system to said holding company and said existing enterprises ; and
- a new application development team for developing a second application for said same at least one IP asset, wherein said second application is different from said first application, thereby reusing said at least one IP asset.

21. (previously presented): The business system of claim 20 wherein said network system further connects said existing enterprises, holding company, and electronic IP database to financial assets, new application development team, management team and said new enterprise.

22. (previously presented): The business system of claim 20 further comprising intellectual property assets acquired from companies other than the holding company for developing new applications.

23. (previously presented): The business system of claim 20 wherein said holding company further comprises financial asset companies and wherein said financial asset companies provide financial assets for financing the formation of said new enterprise.

24. (original): The business system of claim 23 wherein said financial asset companies comprise banking institutions, venture capital firms, financial investment companies and private investors.

25. (previously presented): The business system of claim 20 wherein said holding company comprises a management team and wherein said management team provides management resources for said new enterprise.

26. (original): The business system of claim 25 wherein said management team comprises management consulting resources.

27. (original): The business system of claim 25 wherein said management team comprises legal resources.

28. (original): The business system of claim 25 wherein said management team comprises patent protection resources.

29. (original): The business system of claim 25 wherein said management team comprises start-up company management resources.

30. (original): The business system of claim 20 wherein said existing enterprises comprise at least one of agricultural companies, mining, construction, manufacturing, transportation, communications, utilities, retail trade, wholesale trade, banking institutions, financial service companies, business services, management consulting, information technology services, law firms, educational institutions, health organizations and government organizations.

31. (original): The business system of claim 20 further comprising cooperative agreements between said holding company and product-to-market channel partners.

32. (original): The business system of claim 31 wherein said product-to-market channel partners comprise international and national operating corporations.

33. (original): The business system of claim 20 generating more than one new enterprise on a repeatable basis.

34. (previously presented): The business system of claim 33 wherein said existing enterprises and said new enterprises agree to cooperation arrangements regarding said at least one IP asset contained in said common electronic IP database.

35. (original): The business system of claim 20 further comprising relationships between said holding company and academic institutions wherein said holding company provides training opportunities to students of said academic institutions.

36. (original): The business system of claim 35 wherein said academic institutions grant academic degrees to employees and trainees of said holding company for scientific, business and technical development work performed in said holding company.

37. (original): The business system of claim 20 further comprising a reward system for reinforcing developing of intellectual property assets by personnel and enterprises of said holding company.

38. (original): The business system of claim 20 further comprising financing arrangements between said holding company and financial asset companies for financing said new enterprise.

39. (previously presented): The method of claim 1 wherein said second application is different from said first application and is selected from a group consisting of products, services, methods, processes and marketing opportunities.

40. (previously presented): The method of claim 1 further comprising:

after the decision is made to form said new enterprise securing financing for the formation of said new enterprise;

providing management resources for managing said new enterprise; and  
executing the formation of said new enterprise.

41. (previously presented): The business system of claim 20 wherein said second application is different from said first application and is selected from a group consisting of products, services, methods, processes and marketing opportunities.

42. (previously presented): The business system of claim 20 further comprising:  
financial assets for financing the formation of said new enterprise; and  
management resources for managing said new enterprise.